

LEADER CONVERSATION GUIDE

Re-Engage Your People in WEEKEND SERVICES - Episode 195

Reopening and Re-Engaging Our Churches in the Mission (Part 2)

Reopening and re-engaging your congregation has likely already been more challenging than expected. The days of us turning on the “We’re open” light and waiting for people to show up to our weekend services are behind us. We need to engage our mission field and compel them to come (see *Luke 14:23*).

There are no real experts in this season, but churches in some parts of the country are a month or two ahead of the learning curve. In Part 2, we share Crossroads Church’s story and a few practical takeaways to help you re-engage people in weekend services.

What Crossroads Church Experienced

Since completing the [Unstuck Process](#) in March 2020, Crossroads Church has experienced several transformative changes to their ministry strategy. They’re growing again for the first time in 10 years, reaching new people and seeing life change and baptisms. A few stand-out quotes from the interview with lead pastor Matt Manning:

- *“We’ve invited the neighborhoods around the church—neighborhoods that we’ve sometimes had a hard time getting into—to come alongside us. We weren’t inviting them into seats in our auditorium. We were inviting them into serving the medical staff at this hospital, and they’ve shown up in huge ways.... What we never knew was that would actually lead people to showing up at church.”*
- *“We were watching the way people were trying to time the sermon and they were skipping the worship music and just trying to time the sermon. So we just decided, ‘Well, let’s just put the sermon towards the front.’ Unchurched people are familiar with TED Talks. They understand what that looks like. Let’s just change our entire liturgy. When we opened the building, everybody was open hoping that we would go back to the typical church world, right? Songs at the beginning of a sermon and then closing announcements. And we just decided—We were going to stay reaching the digital audience at the end of the day.”*

- *“As we came out of the Unstuck Process, we aimed to tear down ministry silos. We've created it in such a way that our team always leans on the person before and after them. The person who holds the responsibility for 'New, Next, Jesus' is not our engagement team, but actually our worship team. Our worship service team is responsible for getting the people into engagement. If it's not working, we're not talking to the engagement team, we're actually talking to the worship team and saying, 'What's the deal? Why aren't you driving people to the next level?' We've created a dependent system between each of our core ministries.”*

Best Practices for Re-Engaging People in Weekend Services

Crossroads is seeing more people re-engage their weekend services, but those results are really a reflection of their church re-engaging its mission. A few best practices to take away:

- **Pull your team together and reconfirm your mission.**
 - Clarify who you're trying to reach (your mission field).
 - Identify how your strategy needs to change to reach people in your mission field.
 - Pray for and expect new people to show up.
- **Ramp up outreach efforts in your community.** And then, invite the community to join in.
- **Move to a digital-first mindset for weekend services.** We've said it many times in the past months: our [digital platforms](#) are the new front door to our churches.
- **Link every core ministry together so that there are no ministry silos.** Each ministry team is responsible for making sure people take a next step toward Jesus. They are expecting new people and they are working together to make the next steps easy and obvious.
- **Leverage a new model for sermon series planning to reach new people in your mission field and help believers grow their faith.** Matt referenced our Sermon Series Planning recommendations from [Episode 105](#) of this podcast.

Next Steps

RE-ENGAGE: An Unstuck Roundtable on Carrying the Mission Forward in the New Normal

Sign up to join us on July 20 for a [FREE Webinar](#) to share more best practices and learnings from churches who are leading the way in reopening and re-engaging their people. We can't promise you all the answers for navigating these uncharted waters, but it's our hope that you will leave this event re-energized and empowered to lead well in the Fall 2021 season. [Register Now](#)

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